

# ORDER

**KSNV**

**Orders**  
**Order / Rev:** 105218  
**Alt Order #:** 06839269  
**Product Desc:** RNC-ROMNEY  
**Estimate:** 313  
**Flight Dates:** 08/08/12 - 08/14/12  
**Original Date / Rev:** 08/06/12 / 08/06/12  
**Order Type:** GENERAL

**Primary AE:** Amy McCreary  
**Sales Office:** BLPHI  
**Sales Region:** National

**Agency**  
**Name:** American Rambler Productions  
**Buying Contact:**  
**Billing Contact:**  
 138 Conant St.  
 Beverly, MA 02494

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** RNC/ Romney for President  
**Demographic:** A35+  
**Product Codes:** PLC03  
**Priority:** SELECT PRIORITY CODE  
**Revenue Codes:** POLITICAL/AGY, PCAN, GEN

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/14/12	102	\$113,600.00	\$96,560.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	102	\$113,600.00	\$96,560.00	0.00
<b>Totals</b>	<b>102</b>	<b>\$113,600.00</b>	<b>\$96,560.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
KSNV	33%	\$113,600.00
Market	100%	\$344,242.42

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	30%	\$103,272.73
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	20%	\$68,848.48
KTUD	0%	\$0.00
KVVU	15%	\$51,636.36
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$6,884.85

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/08/12	08/10/12	Olympics Primetime	CM	7pm-12am	--WTF--	:30	1	\$6,000.00	3	0.00	NM	1	\$6,000.00
OLY PRIME															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	--WTF--			1			\$6,000.00		0.00			

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**KSNV**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/08/12	08/10/12	Olympics Primetime Olympics Primetime	CM	7pm-12am	--WTF--	:30	1	\$6,000.00	3	0.00	NM	1	\$6,000.00
OLY PRIME															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	--WTF--					1	\$6,000.00		0.00			
E 2	KSNV	08/08/12	08/10/12	M-F Early News M-F Early News	CM	5-630p	--WTF--	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	--WTF--					1	\$1,000.00		0.00			
E 3	KSNV	08/08/12	08/10/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	CM	6-7a	--WTF--	:30	6	\$700.00	1	0.00	NM	6	\$4,200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	--WTF--					6	\$700.00		0.00			
E 4	KSNV	08/13/12	08/14/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	CM	6-7a	MT-----	:30	4	\$700.00	1	0.00	NM	4	\$2,800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	MT-----					4	\$700.00		0.00			
E 5	KSNV	08/13/12	08/14/12	Today Show Today Show	CM	658a-9am	MT-----	:30	4	\$1,400.00	1	0.00	NM	4	\$5,600.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	MT-----					4	\$1,400.00		0.00			
E 6	KSNV	08/08/12	08/10/12	Today Show Today Show	CM	658a-9am	--WTF--	:30	6	\$1,400.00	1	0.00	NM	6	\$8,400.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	--WTF--					6	\$1,400.00		0.00			
E 7	KSNV	08/13/12	08/14/12	M-F Today Show II 3rd Hour M-F Today Show II	CM	9-10a	MT-----	:30	2	\$500.00	1	0.00	NM	2	\$1,000.00
TODAY II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	MT-----					2	\$500.00		0.00			
E 8	KSNV	08/08/12	08/10/12	Olympics Daytime Weekdays Olympics Daytime Weekdays	CM	9am-4pm	--WTF--	:30	9	\$1,200.00	3	0.00	NM	9	\$10,800.00
OLY DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	--WTF--					9	\$1,200.00		0.00			
E 9	KSNV	08/13/12	08/14/12	M-F Today Show III 4th Hour Today 4th Hour	CM	10am-11am	MT-----	:30	2	\$325.00	1	0.00	NM	2	\$650.00
TODAY 3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	MT-----					2	\$325.00		0.00			
E 10	KSNV	08/13/12	08/14/12	Rachael Ray Rachael Ray	CM	11am-12pm	MT-----	:30	2	\$325.00	1	0.00	NM	2	\$650.00
RR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	MT-----					2	\$325.00		0.00			
E 11	KSNV	08/13/12	08/14/12	Noon News Noon News	CM	12-1230pm	MT-----	:30	4	\$425.00	1	0.00	NM	4	\$1,700.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	MT-----					4	\$425.00		0.00			
E 12	KSNV	08/13/12	08/14/12	Days of our Lives Days of our Lives	CM	1258p-2pm	MT-----	:30	2	\$425.00	1	0.00	NM	2	\$850.00
DAYS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	MT-----					2	\$425.00		0.00			
E 13	KSNV	08/13/12	08/14/12		CM	2pm-3pm	MT-----	:30	2	\$325.00	1	0.00	NM	2	\$650.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				The Doctors The Doctors											
				DRS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/13/12		08/13/12	08/19/12	MT-----					2	\$325.00		0.00			
E 14	KSNV	08/13/12	08/14/12	Dr. Phil Dr Phil	CM	3-4p	MT-----	:30	2	\$450.00	1	0.00	NM	2	\$900.00
				PHIL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/13/12		08/13/12	08/19/12	MT-----					2	\$450.00		0.00			
E 15	KSNV	08/13/12	08/14/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:00 PM-4:30 PM)	MT-----	:30	2	\$600.00	2	0.00	NM	2	\$1,200.00
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/13/12		08/13/12	08/19/12	MT-----					2	\$600.00		0.00			
E 16	KSNV	08/13/12	08/14/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:30 PM-5:00 PM)	MT-----	:30	2	\$700.00	1	0.00	NM	2	\$1,400.00
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/13/12		08/13/12	08/19/12	MT-----					2	\$700.00		0.00			
E 17	KSNV	08/13/12	08/14/12	M-F Early News M-F Early News	CM	5-630p	MT-----	:30	4	\$1,000.00	1	0.00	NM	4	\$4,000.00
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/13/12		08/13/12	08/19/12	MT-----					4	\$1,000.00		0.00			
E 18	KSNV	08/08/12	08/10/12	M-F Early News M-F Early News	CM	5-630p	--WTF--	:30	6	\$1,000.00	1	0.00	NM	6	\$6,000.00
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/06/12		08/06/12	08/12/12	--WTF--					6	\$1,000.00		0.00			
E 19	KSNV	08/08/12	08/10/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm	--WTF--	:30	6	\$1,000.00	1	0.00	NM	6	\$6,000.00
				JEP											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/06/12		08/06/12	08/12/12	--WTF--					6	\$1,000.00		0.00			
E 20	KSNV	08/13/12	08/14/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm	MT-----	:30	4	\$1,000.00	1	0.00	NM	4	\$4,000.00
				JEP											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/13/12		08/13/12	08/19/12	MT-----					4	\$1,000.00		0.00			
E 21	KSNV	08/13/12	08/14/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	MT-----	:30	2	\$1,100.00	1	0.00	NM	2	\$2,200.00
				WHEEL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/13/12		08/13/12	08/19/12	MT-----					2	\$1,100.00		0.00			
E 22	KSNV	08/08/12	08/10/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	--WTF--	:30	3	\$1,000.00	1	0.00	NM	3	\$3,000.00
				WHEEL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/06/12		08/06/12	08/12/12	--WTF--					3	\$1,000.00		0.00			
E 23	KSNV	08/08/12	08/10/12	News 3 Olympic Zone News 3 Olympic Zone	CM	7:30-8:00PM	--WTF--	:30	3	\$750.00	2	0.00	NM	3	\$2,250.00
				OLY ZONE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/06/12		08/06/12	08/12/12	--WTF--					3	\$750.00		0.00			
E 24	KSNV	08/08/12	08/10/12	Olympics Late News 3 Late News during Olympics	CM	11pm-12:35am	--WTF--	:30	6	\$1,000.00	2	0.00	NM	6	\$6,000.00
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/06/12		08/06/12	08/12/12	--WTF--					6	\$1,000.00		0.00			
E 25	KSNV	08/11/12	08/11/12		CM	4am-6pm	-----S-	:30	4	\$1,700.00	3	0.00	NM	4	\$6,800.00

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 Estimate: 313  
**KSNV**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Olympics Daytime Weeke															
Olympics Daytime WEEKEND															
OLY DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 08/06/12		08/06/12	08/12/12	-----S-			4		\$1,700.00		0.00				
E 26	KSNV	08/11/12	08/11/12	Vegas Inc.	CM	6:30-8pm	-----S-	:30	1	\$750.00	1	0.00	NM	1	\$750.00
				Vegas Inc.											
OLY ZONE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 08/06/12		08/06/12	08/12/12	-----S-			1		\$750.00		0.00				
E 27	KSNV	08/11/12	08/11/12	Olympics Primetime	CM	7pm-12am	-----S-	:30	2	\$6,000.00	3	0.00	NM	2	\$12,000.00
				Olympics Primetime											
PRIME OLY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 08/06/12		08/06/12	08/12/12	-----S-			2		\$6,000.00		0.00				
E 28	KSNV	08/11/12	08/11/12	Olympics Late News 3	CM	11pm-12:35am	-----S-	:30	2	\$1,000.00	2	0.00	NM	2	\$2,000.00
				Late News during Olympics											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 08/06/12		08/06/12	08/12/12	-----S-			2		\$1,000.00		0.00				
E 29	KSNV	08/12/12	08/12/12	Olympics Daytime Week6M	CM	4am-6pm	-----S	:30	4	\$1,700.00	3	0.00	NM	4	\$6,800.00
				Olympics Daytime WEEKEND											
OLY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 08/06/12		08/06/12	08/12/12	-----S			4		\$1,700.00		0.00				
E 30	KSNV	08/12/12	08/12/12	SUN. 6PM NEWS OLYMCM	CM	Sun. 6p-7p	-----S	:30	2	\$1,000.00	1	0.00	NM	2	\$2,000.00
				SUN 6p News Hour OLYMPICS(6:00 PM-6:30 PM)											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 08/06/12		08/06/12	08/12/12	-----S			2		\$1,000.00		0.00				
E 31	KSNV	08/12/12	08/12/12	Olympics Late News 3	CM	11pm-12:35am	-----S	:30	2	\$1,000.00	2	0.00	NM	2	\$2,000.00
				Late News during Olympics											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 08/06/12		08/06/12	08/12/12	-----S			2		\$1,000.00		0.00				
													Totals	102	\$113,600.00